

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently amended) A method for providing evaluation information to a customer using a system comprising a first database configured to store data concerning text content and a customer database configured to store data concerning text content read by a customer, the method comprising the steps of:

storing data exclusively concerning text content read by the customer in the customer database,

receiving a search request comprising a search item from the customer, the search request being initiated by the customer to search for the search item;

comparing data concerning the search item with the stored data associated with limited to text content previously read by the customer, the comparing being facilitated by accessing the first database and the customer database to obtain rating data that is generated based on input from the customer regarding text content read by the customer or generated based on information from purchase records or transactions related to the text content read by the customer, and the comparing of data being responsive to receipt of the search request; and

transmitting the obtained rating data for results from the search to the customer for display at a customer computer;

whereby the rating data is partly augmented with transaction data associated with either the purchase records or transactions concerning the text content previously read by the customer.

2. (Previously presented) The method of claim 1, further comprising transmitting similarity data to a customer computer for display, wherein the similarity data indicates the similarity of the search item with at least one item included in the text content previously read by the customer.

3. (Original) The method of claim 2, wherein the similarity data is a rating of the percentage similarity between the search item and at least one item included in the text content previously read by the customer.

4. (Currently amended) The method of claim 1, further comprising the step of registering information regarding the text content previously read by the customer in the customer database, the registering includes obtaining on-line and off-line data regarding the purchase record transaction data that is related to the text content read by the customer.

5. (Original) The method of claim 4, wherein the step of registering information includes receiving search item information from the customer computer, instructing a database server to search the first database, and generating a search results list.

6. (Currently amended) The method of claim 1, further comprising establishing the search item under consideration by the customer wherein the text content read by the customer is one of (a) text-based, (b) text and graphics based, (c) magazine based, (d) computer generated text based, (e) illustration based, or (f) written and graphical material based.

7. (Original) The method of claim 6, wherein the step of establishing the search item under consideration by the customer is accomplished by:

receiving search criteria information from the customer;  
instructing the database server to search the first database; and  
displaying potential text content items on a customer web browser.

8. (Original) The method of claim 7, wherein a text content item selected by the customer is used in obtaining rating data.

9. (Original) The method of claim 7, wherein a text content item selected by the customer is used in obtaining similarity data.

10. (Original) The method of claim 8, wherein a text content item selected by the customer is used in obtaining similarity data.

11. (Original) The method of claim 1, wherein the step of comparing data includes:

searching keyword fields in the customer database based on keywords of the search item; and

rating candidate text content according to an algorithm.

12. (Previously presented) The method of claim 11, wherein the algorithm rates text content having a greater number of keywords in common with the search item under consideration higher than text content sharing fewer keywords.

13. (Previously presented) The method of claim 11, wherein the algorithm rates text content having a number of keywords in common, in the range between about 60 percent and about 75 percent, with the search item under consideration as the highest-rated text content.

14. (Currently amended) A method for providing evaluation information to a customer using a system comprising a first database configured to store data concerning text content and a customer database configured to store data concerning text content read by the customer, the method comprising the steps of:

receiving a search request comprising a search item from the customer, the search request being initiated by the customer to search for the search item;

comparing data concerning the search item with data limited to text content previously read by the customer, the comparing being facilitated by accessing the first database and the customer database to obtain rating data that is generated based on input from the customer regarding text content read by the customer or generated based on information from purchase records or transactions related to the text content read by the customer, and the comparing of data being responsive to receipt of the search request;

transmitting the obtained rating data for results from the search to a customer computer for display, and the rating data is partly augmented with transaction data associated with either the purchase records or transactions concerning the text content previously read by the customer; and

transmitting similarity data to the customer computer for display,

wherein the text content read by the customer is one of (a) text-based, (b) text and graphics based, (c) magazine based, (d) computer generated text based, (e) illustration based, or (f) written and graphical material based.

15. (Currently amended) The method of claim 14, further comprising the step of registering information regarding the text content previously read by the customer in the customer database, the registering includes obtaining on-line and off-line data regarding the purchase record transaction data that is related to the text content read by the customer.

16. (Currently amended) A method for providing evaluation information to a customer using a system comprising a first database configured to store data concerning text content and a customer database configured to store data concerning text content read by the customer, the method comprising the steps of:

registering information regarding the text content previously read by the customer in the customer database, the registering includes obtaining on-line and off-line data regarding purchase record transaction data that is related to the text content read by the customer;

receiving a search request comprising a search item from the customer, the search request being initiated by the customer to search for the search item;

comparing data concerning the search item with the stored data limited to text content previously read by the customer, the comparing being facilitated by accessing the first database and the customer database to obtain rating data that is generated based on input from the customer regarding text content read by the customer or generated based on information from purchase records or transactions related to the text content read by the customer, and the comparing of data being responsive to receipt of the search request; and

transmitting the obtained rating data for results from the search to a customer computer for display;  
whereby the rating data is partly augmented with transaction data associated with either the purchase records or transactions concerning the text content previously read by the customer.

17-27. (Cancelled)

28. (Currently amended) A method for providing text content evaluation information to a customer computer in response to a request for ~~search~~ item evaluation information from the customer computer using a system comprising (1) the customer computer programmed to transmit a ~~search~~ request for text content evaluation information and to display the ~~search~~ results; (2) a bi-directional network connection between said customer computer and a web server allowing data transfer therebetween; (3) a first database for storing data concerning text content; (4) a customer database for storing data concerning text content read by a customer operating the customer computer; and (5) a database server, connected to the web server, programmed to receive customer computer ~~search~~ requests through the web server, to process ~~search~~ requests, to access the first database, to access the customer database, and to provide ~~search~~ results to the web server, the method comprising the steps of:

- a) initiating a ~~search~~ request at the customer computer to evaluate a single search item under consideration by the customer, wherein the ~~search~~ request being initiated by the customer;
- b) receiving the ~~search~~ request at the web server;

c) transmitting the ~~search~~ request from the web server to the database server, whereby the database server compares data concerning the ~~search~~ item stored in the first database with data limited to text content read by the customer operating the customer computer to obtain ~~search item~~ evaluation information responsive to the ~~search~~ request, the evaluation information being partly augmented with transaction data associated with either purchase records or transactions concerning the text content read by the customer operating the customer computer; and

d) transmitting the ~~search item~~ evaluation information from the database server to web server for displaying the display of the search item evaluation information at the customer computer; and

registering information regarding the text content read by the customer in the customer database, the registering including obtaining on-line and off-line data regarding the items purchased by the customer that relate to the text content read by the customer operating the customer computer;

wherein the text content is one of (a) text-based, (b) text and graphics based, (c) magazine based, (d) computer generated text based, (e) illustration based, or (f) written and graphical material based.

29.-35. (Cancelled)